

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 4/5/2011

GAIN Report Number: BR110007

Brazil

Post: Sao Paulo ATO

Export Accomplishments - Matchmaking Promoted by ATO Sao Paulo

Report Categories:

Export Accomplishments - Trade Leads

Approved By:

Fred Giles, Director Agricultural Trade Office, São Paulo

Prepared By:

Fabiana Fonseca, Agricultural Marketing Specialist

Matchmaking promoted by ATO Sao Paulo brings Maruchan Foods to the market and is expected to generate US\$ 2M/Year in sales

In 2010 Max InterAmericas/Maruchan Foods met with ATO Sao Paulo to introduce themselves and solicit market advice for introducing their product (noodles) to the Brazilian market. During this meeting, ATO Sao Paulo identified potential partners who would perfectly match the U.S. supplier.



Maruchan Instant Lunch

ATO Sao Paulo arranged a face-to-face meeting on the same day between Max InterAmericas/Maruchan Foods and Spectrus Importacao. Following successful negotiations between the two parties, the Brazilian importer purchased its first container of noodles in October 2010. For 2011, sales growth has increased and the two companies forecast sales to follow a strong upward trend.



Fred Giles, ATO Director and Eric Gomez, MaxInterAmericas VP

